

Claims

[c1]

What is claimed is:

A method and apparatus for packaging homogeneous content into mini-subscriptions for distribution over a telecommunications network, providing incentive for end-users to pay in order to have access to mini-subscription content through the method and apparatus therefore generating revenue, from which the net revenue portion is distributed amongst service provider, content providers, content owners and end-users, the mini-subscription being the model used to offer access or to present content to end-users, content comprising audio and video artwork, representation of artwork, literary publishing, games, software, over which a preference can be expressed by the end-user for the duration of a mini-subscription.

[c2]

A method as claimed in claim 1, wherein mini-subscription parameters such as percentages of distribution of the net revenues between service provider, content providers, content owners and end-users, time period of availability of mini-subscription and access fees to mini-subscriptions are defined before a mini-subscription begins, those parameters being published and accessible to end-users before the beginning and throughout a mini-subscription, and those parameters being fixed once published.

[c3]

A method as claimed in claim 1, wherein end-users pay a fee to access content within a mini-subscription and can indicate their favorite piece of content within a mini-subscription, where those end-users who selected the most favored piece of content receive a share of the net revenues generated from the mini-subscription.

[c4]

A method as claimed in claim 1, wherein users accessing a mini-subscription who wish to place more than one vote have to pay an additional fee, equal to the access fee, for each time they wish to place a vote.

[c5]

A method as claimed in claim 1, wherein a percentage of mini-subscription net revenues is allocated to content owners, this percentage being later distributed to content owners in proportion to the number of votes received by their particular piece of content.